

THE TORRANCE HERALD
Published every Friday by
THE HERALD PUBLISHING COMPANY
Torrance, California

Devoted to the Progress and Development of Torrance

Subscription Price—\$1.50 per Year; Six Months, 75 Cents; Three Months, 50 Cents. Payable in Advance.

Application made for entry as second-class matter

GREAT COMMERCIAL AND INDUSTRIAL EXPANSION

Another instance of the recognition of the present and future importance of Los Angeles and the Southland as the center of a great commercial and industrial future was the recent announcement by the Southern Pacific of its plans for great development work in this section and the creation of a new district covering the rapidly growing south coast section.

These plans provide not only for a \$700,000 depot at Los Angeles, but also for the expenditure of several millions for additional trackage and other facilities that will enable the road to handle the great volume of passenger and freight business expected next year—Exposition Year.

Other railroad systems are also planning for the expenditure of vast sums for improvements in the Southland. Ocean ship lines are spending other millions to get in readiness for the Exposition and the opening of the Panama canal, with Los Angeles harbor as their chief port of call on the Pacific coast of America.

The great and small oil companies of the state will expend millions in the development of new wells, on pipe lines, refineries and other improvements, and other industries will devote vast sums to expansion and improvement work.

The industrial age is, in a way, just beginning in California. New industries are coming in constantly, and the number and volume of manufactured products is increasing and will continue to increase with ever-growing momentum.

We can, therefore, await with entire confidence from now on in our glorious Southland an era of smiling and bounteous prosperity affecting and benefitting everyone.

EFFICIENCY WITH KNOWLEDGE AND EXPERIENCE

One of the shrewdest men of Los Angeles, a member of the city board of education, and a citizen deeply interested in every agency for community betterment, said the other day: "The big money of the business world goes to the man or woman who incarnates efficiency, who combines broad general knowledge and experience with special ability."

If any flaw can be found in this statement, under modern commercial standards, it lies in the fact that "general" knowledge is named as an essential factor in commanding big compensation. All will admit that the man who incarnates efficiency is in a position to command remuneration.

Efficiency means profits and the man who organizes business to insure profits will always be in demand. When a man is in demand he has something to say in the fixing of his own salary. His earning power is a prime factor in salary adjustment.

But how about general knowledge? If knowledge is power, it is because applied intelligence generates power. Efficiency is power, plus intelligent application. Efficiency comes with mental health as well as technical skill. Intellectual breadth promotes mental health.

The "broad culture" so idealized in the college of thirty and forty years ago has been largely overshadowed by the modern demand for "efficiency and specialization." Yet a general culture back of the special training makes the latter more effective, and less narrowing, less wasteful of mental and physical resources. It enables the specialist to live in a mentality somewhat broader than his immediate vocation. He can think intelligently outside of the routine of his business and that is a wholesome thing to do. The modern ideal is efficiency expressed in specialization, backed by a reserve of general knowledge and experience.—Tribune.

THINK IT OVER

It is an old story—that old admonition to "trade at home." Yet it can not be repeated too often.

Every dollar that is spent outside of Van Nuys that might have been spent here hurts the town. And if you are not hurt when the town is hurt, this isn't where you belong.

Men—and women, too—go down town to purchase because they believe that they can buy cheaper. Nine times out of ten, when they count their time, and car fare, and added labor in marketing, and then bringing the purchase out here, they actually do not save a cent.

But even if they do, the purchase should be made at home if possible, for when a dollar goes down town it never comes back to the spender, while if spent here it circulates around among our own people and some of it, at least, usually can be traced right back to the person who paid it out.

Van Nuys has a commendable spirit of loyalty regarding trading at home. It cannot be made too strong. That spirit spells prosperity for our home merchants, and for the entire town.—Van Nuys News.

PUBLICITY ESSENTIAL

Whenever a concern cuts off a small advertising expense in an effort to try to save a few dollars, it makes a serious mistake. It displays a lack of good business judgment, for about the last thing to stop is advertising. When a firm ceases to advertise it is often a sign that things are going wrong. Publicity is essential to success in every business and profession.—Vanguard.

Ideas are constantly changing. So also must men change. The methods of yesterday are not those of today—nor will those of the present be in vogue tomorrow. The man who will not change is a check on progress—he retards the onward march of others.—Linotype Bulletin.

Southern California Air Tonic for the Nerves

"Southern California air is tonic for the nerves."

This is the statement of Dr. D. H. Calder, superintendent of the Utah state insane institutions at Provo, a psychologist and alienist of note, who has 470 patients under his charge, and who comes to Los Angeles frequently to refresh his nerves after months of difficult work.

"There is a peculiarly delightful quality in the air of Southern California which rests the tired nerves and body, which pleases and soothes the tired or sick, and, instead of enervating them, proves a tonic of decided value," said Mr. Calder at the Hotel Clark yesterday. "Of course the physical charm of the country is valuable; the mountains with verdure the fertile valleys and the sea, all in such proximity as to make picturesque contrasts. This optimism of the Angelenos has a stimulating effect upon the minds of the visitors, too. But I think that the air itself is perhaps the chief beneficial factor in helping people toward good health."

Expansion of South Keeps Public Utility Men on Jump

Henry E. Huntington's statement of a few days ago that the unparalleled growth of Southern California had so exceeded the anticipations of himself and his associates of the Pacific Light and Power Company that they find the demand immediate for additional electric current which they did not expect to need to develop until 1917, emphasized a condition equally true in the affairs of all public service corporations in Southern California.

Paul Shoop, president of the Pacific Electric Company, said Friday before his departure for the East that he was compelled by the rapid growth of population to devote most of his time to getting together the capital to build electric railway extensions to keep pace with it.

Can't Feed Money Fast Enough
John B. Miller, president of the Southern California Edison Company, said recently: "A public utility in a country growing as rapidly as Southern California is an insatiable maw. You can't dump money into it fast enough to keep up with the demand for the utility's service."

William H. Baurhyte, vice-president of the Los Angeles Gas and Electric Corporation, said: "Year after year we map out a program of extensions that we expect to meet both urgent demand and take of future development for a little while at least, and before those extensions are completed we find the city has grown up to them and new urgent demand is pressing us."

C. P. Houghton, second vice-president of the same company, illustrated the exceptional conditions here in this manner: "In the average city the operating department is much more important than the construction department of a lighting company, but with us our construction department is equally important."

State Highway Crisis Brings Conclave Here

Following the announcement by the State Highway Commission that unless there is immediate activity in the purchase of bonds by the various counties under the \$18,000,000 bond issue, it would be impossible to complete a State highway by 1915 between San Francisco and San Diego, officials of the Automobile Club of Southern California declared that a possible market had been found for \$2,000,000 in bonds, or a sum sufficient to complete one of the trunk systems. This announcement resulted in the calling of a convention of the boards of supervisors of thirty-seven counties south of San Francisco and Sacramento, interested in the issue.

It was determined yesterday by the directors of the Chamber of Commerce and the Automobile Club that action must be taken immediately, and as a result the convention was called for Los Angeles on February 20 at 10 o'clock a. m. in the Chamber of Commerce building.

The object of the convention is to get the counties on either or both routes to buy enough bonds to complete the road between San Diego and San Francisco by 1915. Such procedure is authorized by a statute passed April 13, 1913.

Gorgeous Will Be Exhibits At The Orange Show

The communities which this year will have feature art displays, moulded from citrus fruits, are spending thousands of dollars to make gorgeous exhibits typical of their cities or districts.

The Orange Show will be opened on the evening of Wednesday, February 18, and prominent men in the citrus fruit industry and affairs of the state will participate in the ceremonies. The exposition will continue until the night of February 25, and in addition to the exposition proper a great entertainment program has been arranged for every afternoon and evening.

OF INTEREST TO EVERY RANCHER

1914 SEED CATALOG
1,000 QUESTIONS ANSWERED
160 Pages Invaluable to the Gardener, Rancher and Poultryman. 500 Illustrations
Write for it to-day
AGGELER & MUSSER SEED COMPANY
113-115 NO. MAIN ST. LOS ANGELES, CAL.

For 30 days from date we quote the following prices:
\$4.00 Cabinets, \$2.00
\$6.00 Cabinets, \$3.00
\$8.00 Cabinets, \$4.00
\$10.00 Cabinets, \$5.00
Subscribers, bring this ticket to
The Chaudet Art Co.
625 Beacon St. San Pedro, Cal.

For The Best Meals and Service
Try the
California Cafe
Transient Trade Assured the Best of Service
\$5 Meal Ticket for \$4.75
Mrs. Cora I. Kirkwood, Torrance

Industrial Transfer Co.
All kinds of Transferring and Heavy Team Work
Baggage called for and delivered. Leave orders at P. E. Depot
LIBRARY HOURS
Open Monday's, Wednesday's and Friday's.
2:00 to 4:00 p. m.
7:00 to 9:00 p. m.
Mrs. Isabel Henderson
Librarian
21,804 Grammercy Ave.

POPULAR MECHANICS
300 ARTICLES
300 ILLUSTRATIONS
"WRITTEN SO YOU CAN UNDERSTAND IT"
A GREAT Continued Story of the World's Progress which you may begin reading at any time, and which will hold your interest forever. You are living in the best year, of the most wonderful age, of what is doubtless the greatest world in the universe. A resident of Mars would gladly pay—
\$1,000 FOR ONE YEAR'S SUBSCRIPTION
to this magazine, in order to keep informed of our progress in Engineering and Mechanics. Are you reading it? Two millions of your neighbors are, and it is the favorite magazine in thousands of the best American homes. It appeals to all classes—old and young—men and women.
The "Shop Notes" Department (30 pages) gives easy ways to do things—how to make useful articles for home and shop, repairs, etc.
"Amateur Mechanic" (10 pages) tells how to make Mission Furniture, wireless outfits, boats, engines, magic, and all the things a boy loves.
\$1.50 PER YEAR. SINGLE COPIES 15 CENTS
Ask your Newsdealer to show you one or WRITE FOR FREE SAMPLE COPY TODAY
POPULAR MECHANICS CO.
318 W. Washington St., CHICAGO

FOR RENT---COTTAGES
3-room cottage, 21,744 Arlington avenue. . . . \$13.00
3-room cottage, 21,750 Arlington avenue. . . . 13.00
3-room cottage, 21,744 Gramercy avenue. . . . 13.00
3-room cottage, 21,748 Gramercy avenue. . . . 13.00
Apply
Dominguez Land Corporation
Torrance, California

THE WORLD FAMOUS MT. LOWE TRIP AND THE 3 GREAT SIGHT SEEING TROLLEY TRIPS
"Balloon Route" --- "Triangle" --- "Old Mission"
should be your first recommendation to acquaintances and friends from points outside of Southern California desiring to obtain a thorough, quick and accurate knowledge of our country. In no other way may they obtain it as completely and at such a small cost. If you have not taken these trips yourself it will pay you. The Mount Lowe trip may now be made any day at an excursion fare of \$2 for the round trip from Los Angeles, and the Trolley Trips, each approximately 100 miles in length, a whole day's pleasure travel over different routes to and through the choicest part of Southern California may be made for \$1 each. Send for illustrated folders, or ask your nearest agent.
PACIFIC ELECTRIC RAILWAY

For Rent---Campbell Hall
For Meetings, Lodges and Social Gatherings at Reasonable Rates
Dominguez Land Corporation
Torrance, California

HOLLMAN Business College
1017-1019 S. Figueroa St., Los Angeles, Cal.
A RELIABLE, REFINED, HIGH-CLASS BUSINESS COLLEGE WHERE THE KEYNOTE IS ACCURACY AND EFFICIENCY. We are in our new building, away from the detractions of the noisy downtown district. We are on the ground floor and therefore not endangered by elevators and fire traps.
Enroll now. Call or write for circular.